

**Amendments to the Claims**

The following listing of claims replaces all prior versions of the claims and all prior listings of the claims in the present application.

1-24. (canceled)

25. (new) A method for installing a device in a tyre for measuring at least one characteristic parameter of the tyre, comprising:

applying the device to a specified area of an inner surface of the tyre;

fitting the tyre on a rim; and

rotating the tyre;

wherein applying the device comprises interpositioning a fixing element between the device and the inner surface of the tyre,

wherein the fixing element comprises a crosslinkable elastomeric material capable of adhering in a repositionable way to the inner surface of the tyre, and

wherein rotating the tyre:

adapts a shape of the fixing element to the inner surface of the tyre; and

causes a crosslinking of the crosslinkable elastomeric material.

26. (new) The method of claim 25, wherein the device is applied to the inner surface of the tyre in a crown area of the tyre.

27. (new) The method of claim 25, wherein the crosslinkable elastomeric material is brought to a degree of crosslinking of at least 30% upon heating to a temperature from 40° C to 90° C for a period of not more than 8 hours.

28. (new) The method of claim 25, wherein the crosslinkable elastomeric material comprises:

100 phr of at least one crosslinkable elastomer;  
from 20 phr to 100 phr of at least one plasticizing oil;  
from 20 phr to 150 phr of at least one reinforcing filler; and  
from 0 phr to 80 phr of at least one low-molecular-weight amorphous polymer.

29. (new) The method of claim 28, wherein the at least one crosslinkable elastomeric material further comprises from 0.3 phr to 12 phr of at least one organic peroxide.

30. (new) The method of claim 29, wherein the at least one organic peroxide has a half-life greater than 5 minutes at 80° C.

31. (new) The method of claim 28, wherein the at least one crosslinkable elastomeric material further comprises:

from 0.1 phr to 5 phr of sulphur or an equivalent quantity of a sulphur donor; and  
from 2 phr to 10 phr of at least one vulcanizing accelerator.

32. (new) The method of claim 31, wherein the at least one vulcanizing accelerator is selected from dithiocarbamates, thiurams, and thiazoles.

33. (new) The method of claim 31, wherein the at least one crosslinkable elastomeric material further comprises at least one nitrogen-containing co-accelerator in an amount from 0.25 phr to 10 phr.

34. (new) The method of claim 25, wherein the fixing element comprises:  
a first layer; and  
a second layer brought into contact with the first layer;  
wherein the first layer consists of a first crosslinkable elastomeric material containing sulphur or a sulphur donor, without vulcanizing accelerators, and  
wherein the second layer consists of a second crosslinkable elastomeric material containing at least one accelerator, without sulphur or sulphur donors.

35. (new) The method of claim 34, wherein applying the device is carried out by placing the second layer in contact with the inner surface of the tyre.

36. (new) A kit for installing a device for measuring at least one characteristic parameter of a tyre onto an inner surface of the tyre, comprising:  
the device;  
at least one fixing element comprising a crosslinkable elastomeric material.

37. (new) The kit of claim 36, wherein the device includes a sensor installed on a substrate, and

wherein the at least one fixing element is associated with the substrate.

38. (new) The kit of claim 37, wherein the at least one fixing element is associated with the substrate by adhesion.

39. (new) The kit of claim 37, wherein the at least one fixing element is associated with the substrate by mechanical means.

40. (new) The kit of claim 36, wherein the crosslinkable elastomeric material is brought to a degree of crosslinking of at least 30% upon heating to a temperature from 40° C to 90° C for a period of not more than 8 hours.

41. (new) The kit of claim 36, wherein the crosslinkable elastomeric material comprises:

100 phr of at least one crosslinkable elastomer;

from 20 phr to 100 phr of at least one plasticizing oil;

from 20 phr to 150 phr of at least one reinforcing filler; and

from 0 phr to 80 phr of at least one low-molecular-weight amorphous polymer.

42. (new) The kit of claim 41, wherein the crosslinkable elastomeric material further comprises from 0.3 phr to 12 phr of at least one organic peroxide.

43. (new) The kit of claim 42, wherein the at least one organic peroxide has a half-life greater than 5 minutes at 80° C.

44. (new) The kit of claim 41, wherein the crosslinkable elastomeric material further comprises:

from 0.1 phr to 5 phr of sulphur or an equivalent quantity of a sulphur donor; and  
from 2 phr to 10 phr of at least one vulcanizing accelerator.

45. (new) The kit of claim 44, wherein the at least one vulcanizing accelerator is selected from dithiocarbamates, thiurams, and thiazoles.

46. (new) The kit of claim 44, wherein the crosslinkable elastomeric material further comprises at least one nitrogen-containing co-accelerator in an amount from 0.25 phr to 10 phr.

47. (new) The kit of claim 36, wherein the fixing element comprises:

a first layer; and

a second layer;

wherein the first layer consists of a first crosslinkable elastomeric material containing sulphur or a sulphur donor, without vulcanizing accelerators,

wherein the second layer consists of a second crosslinkable elastomeric material containing at least one accelerator, without sulphur or sulphur donors, and

wherein the first and second layers are initially kept apart and are subsequently brought into contact with each other at a time of installation.

48. (new) The kit of claim 47, wherein the second layer is brought into contact with the inner surface of the tyre at the time of installation.